Atty. Dkt. No. 084561/0105

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

Please cancel Claims 1-212, and insert Claims 213-231, as follows:

1 – 212. (Cancelled)

213. (New) A computer-implemented advertising method, comprising:

a system identifying a budget limit and a different incentive function associated with each of a plurality of advertisers;

deriving at least one score for each of a first plurality of buyer entities, wherein the at least one score is updated based on at least one of an entry of a new purchase record, a manual input by the associated buyer entity, third party database information, information indicating that at least one incentive has been accepted, information regarding follow-up purchases, information regarding website visits, and information regarding television viewing;

for each of a second plurality of the buyer entities, selecting a plurality of incentives, with each of the incentives associated with at least one different advertiser, ba

sed on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an amount of the incentive based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

determining a particular distribution priority associated with each of the incentives for each of the buyer entities based at least in part on the at least one score; and

distributing a plurality of the incentives, with each incentive distributed based on its associated distribution priority for the buyer entity receiving the incentive and the budget limit.

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214. (New) A computer-implemented advertising method as defined in claim 213, wherein the at least one score is calculated based on data received from the associated buyer entity.

215. (New) A computer-implemented advertising method as defined in claim 214, wherein the data corresponds to purchase records.

216. (New) A computer-implemented advertising method as defined in claim 213, wherein the at least one score is indicative of a probability that the associated buyer entity will become a customer of the advertisers.

217. (New) A computer-implemented advertising method as defined in claim 213, wherein the incentives are distributed via a plurality of distribution channels.

218. (New) A computer-implemented advertising method as defined in claim 213, wherein the incentives are selected using at least one threshold.

219. (New) A computer-implemented advertising method as defined in claim 213, wherein the incentives are selected upon the at least one score being updated.

220. (New) A computer-implemented advertising method as defined in claim 213, wherein the incentives are selected on a periodic basis.

221. (New) A computer-implemented advertising method as defined in claim 213, wherein the incentives are selected manually.

222. (New) A computer-implemented advertising method as defined in claim 213, wherein the incentives are selected automatically.

223. (New) A computer-implemented advertising method as defined in claim 213, wherein the incentives are selected from a plurality of different incentives.

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224. (New) A computer-implemented advertising method as defined in claim 213, wherein the distribution priority is determined based on at least one of a date, a time, the budget limit, a location, and previous buyer entity responses.

225. (New) A computer-implemented advertising method as defined in claim 213, wherein an interface provides access for the advertisers to a database of database information related to the buyer entities.

226. (New) A computer-implemented advertising method as defined in claim 225, wherein the interface receives queries and provides the database information in response to the queries.

227. (New) A computer-implemented advertising method as defined in claim 226, wherein decisions are capable of being made regarding the incentives based on the database information.

228. (New) A computer program product embodied on a computer readable medium, comprising:

computer code for identifying a budget limit and a different incentive function associated with each of a plurality of advertisers;

computer code for deriving at least one score for each of a first plurality of buyer entities, wherein the at least one score is updated based on at least one of an entry of a new purchase record, a manual input by the associated buyer entity, third party database information, information indicating that at least one incentive has been accepted, information regarding follow-up purchases, information regarding website visits, and information regarding television viewing;

computer code for, for each of a second plurality of the buyer entities, selecting a plurality of incentives, with each of the incentives associated with at least one different advertiser, based on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an amount of the incentive based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

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computer code for determining a particular distribution priority associated with each of the incentives for each of the buyer entities based at least in part on the at least one score; and

computer code for distributing a plurality of the incentives, with each incentive distributed based on its associated distribution priority for the buyer entity receiving the incentive and the budget limit.

229. (New) A system, comprising:

a component for identifying a budget limit and a different incentive function associated with each of a plurality of advertisers;

a component for deriving at least one score for each of a first plurality of buyer entities, wherein the at least one score is updated based on at least one of an entry of a new purchase record, a manual input by the associated buyer entity, third party database information, information indicating that at least one incentive has been accepted, information regarding follow-up purchases, information regarding website visits, and information regarding television viewing;

a component, for each of a second plurality of the buyer entities, selecting a plurality of incentives, with each of the incentives associated with at least one different advertiser, based on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an amount of the incentive based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

a component for determining a particular distribution priority associated with each of the incentives for each of the buyer entities based at least in part on the at least one score; and

a component for distributing a plurality of the incentives, with each incentive distributed based on its associated distribution priority for the buyer entity receiving the incentive and the budget limit.

230. (New) A computer-implemented advertising method, comprising:

a processor identifying a budget limit and a different incentive function associated with each of a plurality of advertisers;

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deriving at least one score for each of a first plurality of buyer entities, the at least one score being calculated based on data corresponding to purchase records received from the associated buyer entity, the at least one score being indicative of a probability that the associated buyer entity will become a customer of the advertisers, the at least one score being updated based on at least three of an entry of a new purchase record, a manual input by the associated buyer entity, third party database information, information indicating that at least one incentive has been accepted, information regarding follow-up purchases, information regarding website visits, and information regarding television viewing;

for each of a second plurality of the buyer entities, selecting a plurality of threshold-based incentives, each of which is associated with at least one different advertiser, based on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an amount of the incentive based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

determining a particular distribution priority associated with each of the incentives for each of the buyer entities based on the at least one score, the distribution priority being further determined based on at least one of a date, a time, the budget limit, a location, and previous buyer entity responses; and

distributing the incentives via a plurality of different distribution channels each based on its associated distribution priority and the budget limit;

wherein an interface provides access for the advertisers to a database of database information related to the buyer entities, and the interface receives queries and provides the database information in response to the queries, such that decisions are capable of being made regarding the incentives based on the database information.

231. (New) A computer-implemented method as defined in claim 230, wherein the database information includes information received from the buyer entities and is anonymous.

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